

Zero Waste Advisory Commission

Office of Sustainability Update

May 14th

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Chief Sustainability Officer



OFFICE OF
SUSTAINABILITY

CITY OF AUSTIN

Topics Covered Today

1. City of Austin Sustainability Framework

2. Star Community Rating

3. Programs & Initiatives

- **Schools**
- **Businesses**
- **Residents**

4. Climate Protection

Austin Sustainability Framework



rethink /
FOR A BRIGHT GREEN FUTURE

Austin

rethink / Waste
FOR A BRIGHT GREEN FUTURE

Energy

Climate

rethink /
SUSTAINABILITY / CITY OF AUSTIN

Health

Mobility

Star Community Rating



STAR Community Rating System

- The nation's first framework to evaluate the sustainability of communities
- Convened by organizations including National League of Cities, now administered by non-profit
- Measures community sustainability like LEED measures building sustainability
 - voluntary
 - self-reporting
 - menu-based
- Developed collaboratively with technical experts and input from cities

City of Austin provided feedback on early drafts

Mayor Wynn's office participated in STAR Steering Committee beginning in 2008

Office of Sustainability beta-tested STAR with support from City Manager in 2010-11

Austin's STAR Certification

- **Austin is a Certified 4-STAR Community (5 is maximum)**
- **Recognized for national excellence**
- **Quantify successes and pinpoint areas of opportunity**
- **Office of Sustainability led, supported by 160+ s individuals from City departments and community partners**



STAR Peers

Early Adopters

- 30 communities in pilot including:
 - Austin, TX
 - Seattle, WA
 - Washington, DC
 - Portland, OR
 - Atlanta, GA
 - Boulder, CO
 - Santa Monica, CA
 - Des Moines, IA
 - and more

First to be Rated

Austin (4 stars)
Broward Cty, FL (4 stars)
Evanston, IL (4 stars)
Fort Collins, CO (3 stars)
Indianapolis (3 stars)
Lee Cty, FL (3 stars)
Tacoma, WA (4 stars)
10 more undergoing verification, 7 others expected soon

Recently Joined

Second wave of STAR communities including:

- Houston, TX
- Denton, TX
- Plano, TX
- Baltimore, MD
- Raleigh, NC
- Phoenix, AZ
- Dubuque, IA
- and more

Cities earn points in 7 categories across 44 sustainability areas

Built Environment	Climate & Energy	Education, Arts, & Culture	Economy & Jobs	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light	Climate Adaptation	Arts & Culture	Business Retention & Development	Civic Engagement	Active Living	Green Infrastructure
Community Water Systems	Greenhouse Gas Mitigation	Community Cohesion	Green Market Development	Civil & Human Rights	Community Health & Health System	Invasive Species
Compact & Complete Communities	Greening the Energy Supply	Educational Opportunity & Attainment	Local Economy	Environmental Justice	Emergency Prevention & Response	Natural Resource Protection
Housing Affordability	Industrial Sector Resource Efficiency	Historic Preservation	Quality Jobs & Living Wages	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality
Infill & Redevelopment	Resource Efficient Buildings	Social & Cultural Diversity	Targeted Industry Development	Human Services	Indoor Air Quality	Water in the Environment
Public Spaces	Resource Efficient Public Infrastructure		Workforce Readiness	Poverty Prevention & Alleviation	Natural & Human Hazards	Working Lands
Transportation Choices	Waste Minimization				Safe Communities	

Waste Minimization Actions

- **Waste Management Plan with Reduction Targets**
- **Product bans**
- **Public Education campaign**
- **Regional coalitions**
- **Incentives & regulations**
- **Recycling services for businesses & residents**
- **Targeted recycling programs**
- **Waste management programs**
- **Waste to energy conversion**

Waste Minimization Benchmark: Zero Waste

Show progress toward achieving a 100% reduction by 2050 in total solid waste landfilled

Total solid waste disposed is on track to fall to ~0% by 2050



Programs & Initiatives

- **Schools**

- **K-12 Grants**

- **Businesses**

- **Green Business Leaders**

- **Residents**

- **Green Alley Demo Project**

- **Rethink App**



EDUCATION PROJECTS

Grants will be awarded
for 2014 school year

\$3000 each

Easy online application

Apply by
November 1, 2013

22 grants awarded
over past 2 years



**BRIGHT
GREEN
FUTURE**

TELL US YOUR IDEA!

austintexas.gov/BrightGreenFuture



OFFICE OF
SUSTAINABILITY

CITY OF AUSTIN

Funded by Office of Sustainability, ARR, AE, WPD, AWU, Public Works

Bright Green Future Grants related to Zero Waste

Elementary

- Foundation Communities Afterschool Green Program
- Zavala recycling station
- Pease Outdoor Science & Learning Lab (recycled mtls)
- Cunningham PEAS community garden (composting)

Middle School

- Small Green Tech Academy (composting & furniture construction from repurposed materials)

High School

- Eastside Garden & Outdoor Classroom (composting)
- Garza's Garden (composting)
- Travis Outdoor Classroom (composting)







7 Categories

Total Possible

Communication & Outreach

13 points

Energy

35 points

Resource Management

22 points

Transportation

23 point

Water

25 points

Healthy Work Environment

13 points

Community Stewardship

16 points

150 points



Zero Waste-Related Points

- **Green Purchasing & Refurbished products**
- **Workplace Recycling, inc. batteries & phones**
- **Composting**
- **Rechargable Batteries**
- **Paper Reduction**
- **Non-Disposable Dishware**
- **Plastic Water Bottle Elimination**

AUSTIN GREEN



BUSINESS LEADERS

125 Members
representing:

10.5 million SF

13,861 Employees

Platinum: 80+ points

Gold: 55-79 points

Silver: 30-54 points



Selected Members

Office DEPOT.

ROUND2
An Avnet Company

SAMSUNG

**SAMSUNG AUSTIN
SEMICONDUCTOR**

DELL

**BALCONES
RESOURCES**
Naturally Inspired Thinking

rackspace
HOSTING

**FOUNDATION
COMMUNITIES**
creating housing where families succeed

goodwill

MARCH 9-18, 2012
AUSTIN, TX
SXSW
MUSIC FILM INTERACTIVE

Organics by Gosh

BUENOS AIRES CAFE
Austin Grown Argentine Cuisine

sn@p
KITCHEN

Fresh, healthy take-away.

**WYNDHAM
GARDEN**
Austin

**WHOLE
FOODS**
MARKET

**JOURNEYMAN
CONSTRUCTION**
Building Up, Moving Forward

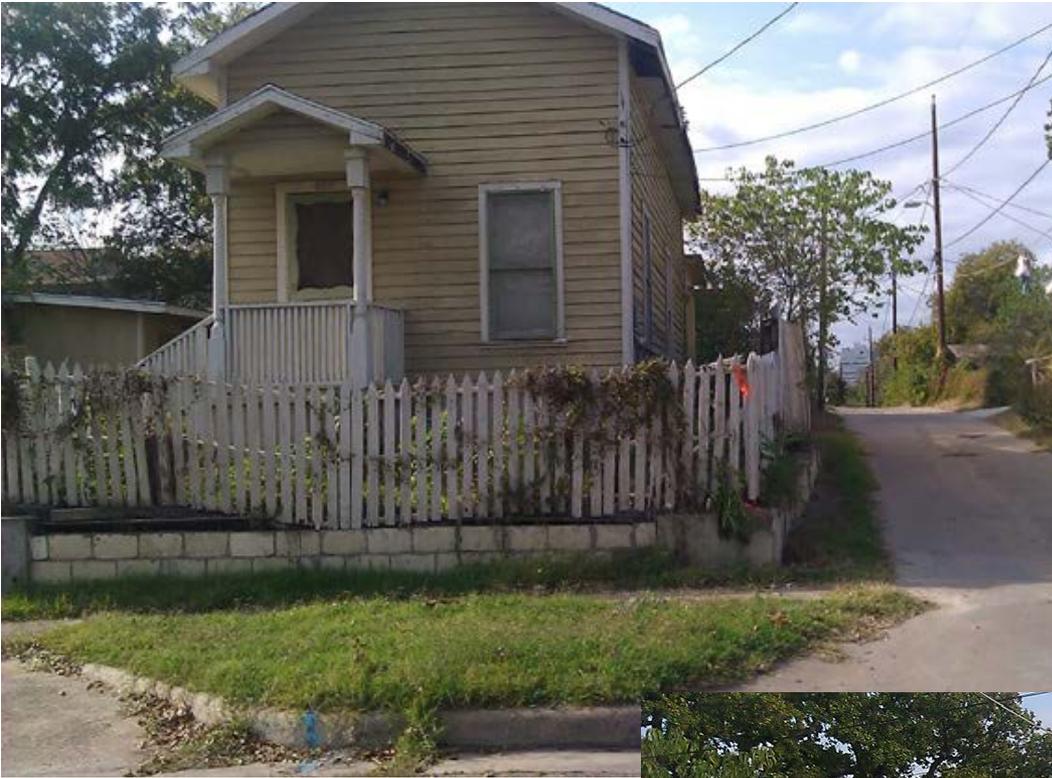
**ST. DAVID'S
EPISCOPAL CHURCH**
301 E 8th Street, Austin, TX 78701
512.610.3500 † www.stdave.org

Green Alley Demonstration Project

- Encourage compact neighborhoods
- Increase sustainability performance of ROW
- Model project demonstrating Imagine Austin
- Increase affordable housing choices
- Activate and beautify alleys
- Increase public safety and social interactions
- Encourage residents to “adopt” alleys



Guadalupe
Neighborhood
Development Corp.



Project site
Guadalupe N'hood
Alley between
East 8th & 9th
Lydia & Waller



rethink/Alleys
FOR A BRIGHT GREEN FUTURE





- Genius
- Food & Drink
- Home: Energy
- Home: Waste
- rethink/ Austin
- Home: Water
- Office
- Shopping
- Transportation

rethink/ Pins 12:22 PM 81%

Home: Waste Austin Home: Water

This is step 1: Get a reusable bag (or save a used shopping bag) and pledge to carry it with you.

Road Warrior

How's your local public transportation? If you've got it, count yourself lucky - riding the bus or train means se...

Summer Thermostat

Feed Leaders Activity Profile

Earn Badges, Share ~ Social Networking

City of Austin Data Feed, Upload Photos

10 Categories of Actions

Custom Austin Content

Share The Buzz 11:04 AM

Rent-less Biz Trip, saved \$100+, ~1hr waiting & driving, 3 gals gas, some CO2 and got to walk Austin #rethink 11

SHARING SHARING

25 Points Earned

Buzz Bonus 5 Buzzed Road Warrior

Photo Bonus 5 Worth a thousand words

Comment Bonus 5 You tell 'em

Facebook OK

Feed 10:36 AM 88%

TRENDING FRIENDS City of Austin

METRO METROAIRPORT 100 Outbound to Austin-Bergstrom International Airport Limited Stop Service

1 LIKE

Gary Green Rent less Biz trip, saved: \$100+, 1+ hr waiting & driving, ~3 gal of gas, some CO2 and got to walk Austin. #rethink

16 hours LIKE COMMENT

Feed Leaders Activity Profile

behavior change motivation

from a study conducted by a Southern CA utility

Avoid 262 pounds of GHG

3% energy savings

Save \$54 a month

3% energy savings

77% of your neighbors do it

✓ **10% energy savings**

your community's popular choice

AUDIENCE

LARGE & DIVERSE

INTERACTIVE & RESPONSIVE



Zero Waste-Related Badges

- Bin to Win
- Leftover Luncheon
- Pack a Sack
- Feed the Worms
- Silver Spoon
- Kill Bill
- Trash to Treasure
- Dirt Factory
- Catalog Crush
- Second Life
- Bright Idea
- Better Picker Upper
- Little Red Cartridge
- Metal Head
- Flip It
- HazMat



Climate Protection

Scope:

- City Operations GHG
- Community GHG

Goals:

- Reduce Emissions
- Climate Resiliency



Climate Protection

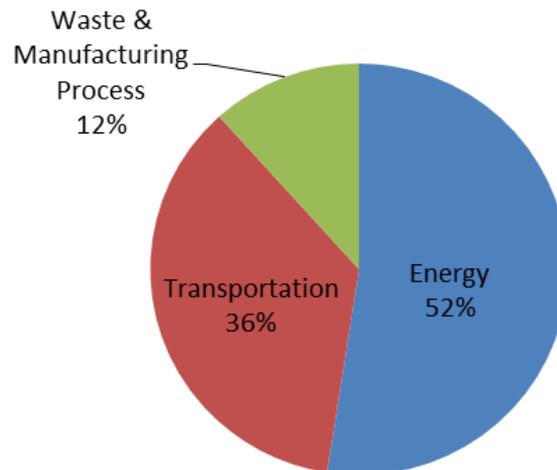
- **Municipal Reduction: Carbon Neutral by 2020**
- **Department Greenhouse Gas Footprint Tracking**
- **Carbon Neutral Fleet by 2020**
- **Green Purchasing**
- **Energy Efficiency of Municipal Buildings**
- **Climate Resiliency**
 - **New local climate change projections & report**
 - **Transportation Infrastructure Vulnerability Assessment**
- **Community GHG Reductions New Goal**

Travis County GHG

- 52% Energy Use
- 36% Transportation
- 12% Waste & Manufacturing

NEW Council goal: Zero Net Emissions by 2050

**2010 Travis County Community GHG Inventory -
est. 15.2 Million mt CO₂e**

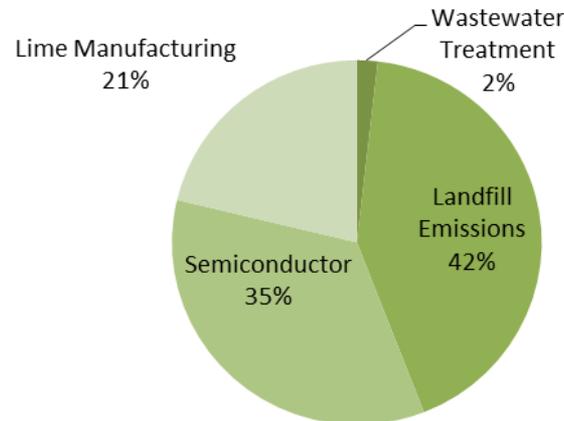


Travis County Waste & Mfg GHG

- 42% Landfill Methane Emissions
- 35% Semiconductor Manufacturing
- 21% Lime for Portland Cement

NEW Council goal: Zero Net Emissions by 2050

**2010 Travis County Community GHG Emissions
from Waste and Manufacturing Process - est
1.7 Million mt CO₂e**



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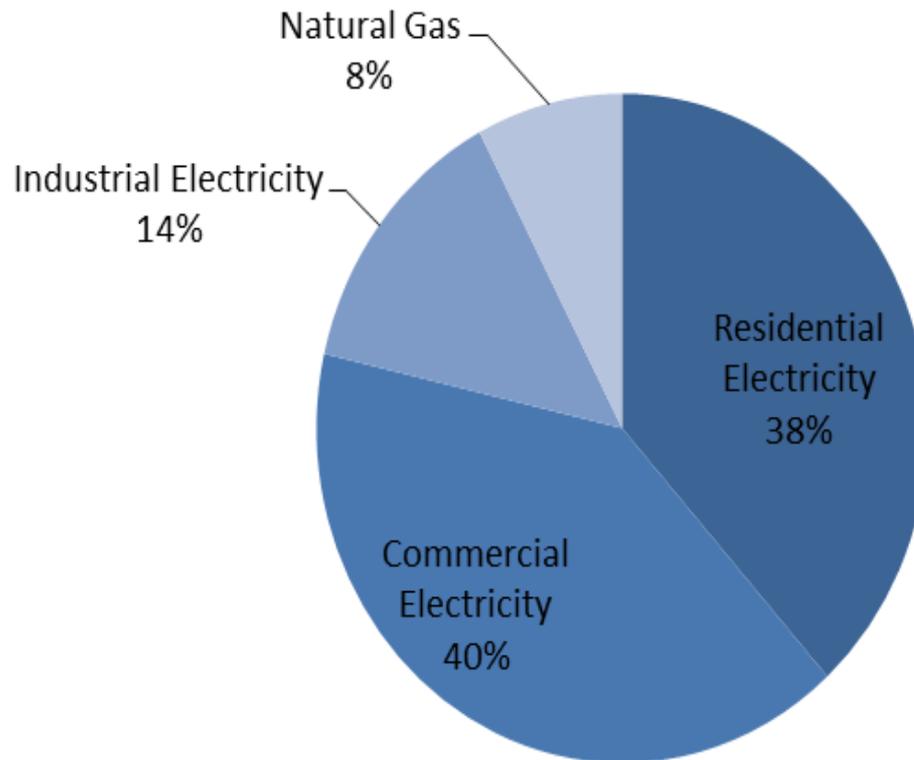
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Travis County GHG

2010 Travis County Community GHG Emissions from Energy Usage - est. 8 Million mt CO₂e



Travis County GHG

2010 Travis County Community GHG Emissions from Transportation - est 5.4 Million mt CO₂e

